

## Case Study

# KLIPSCH



The Ultimate Sound Experience™ lets you “feel your music, not your headphones” with their patent-pending Ear Tips. The only question, how to get them to their customers?

### Client

Klipsch

### Industry

Audio

### Challenges

- Cost effective mail campaign
- Code material for customization
- Safeguard material from contamination or tampering

### Solution

- Encase material in tamper-proof plastic using an electrostatic edge seal
- Design mailer to postal regulations to cut costs
- Coding for easy “pick and pack” at Klipsch warehouse

### Results

- Klipsch offers personalized service for a fraction of the cost
- Consumer’s receive their customized product with quicker turn time.

Klipsch Audio Technologies, founded in 1946, is and has been one of the biggest names in the U.S. speaker industry. Known for their high quality sound and dedication to being the best in the business, Klipsch offers a variety of products to give listeners the best sound experience possible. With that, Klipsch began offering their customers free Ear Tips when they register a recently purchased pair of headphones.

Klipsch approached HardingPoorman Group with a logistical problem. They needed to get their free Ear Tips to customers across the US in an economical mailer. The mailer had to be both tamper-proof. Each of the mailers needed to be specially coded to corresponding ear tip sizes and the mailer had to be easy for Klipsch employees to address.

HardingPoorman partnered with Klipsch and involved many of their staff members from multiple departments to create an inventive and economical solution that fit all of Klipsch’s needs. The HPG mailing department investigated the variation of cost associated with multiple sizes and weights of mailers. Discom Technologies, a CD/DVD binding division of HPG, brainstormed options to utilize their plastic to paper patented binding systems. They re-engineered their equipment to create a tamper-proof plastic sleeve that sealed to the paper mailer and held the eartips in place without risk of disassembling.

The mailer was wafer-sealed on three sides and fit all postal regulations to flow seamlessly through the US Postal service. Three versions of the mailer were printed, each specially coded on the back flap, so Klipsch employees could designate which held the small, medium or large tips without unsealing the mailer. The process was streamlined and allowed Klipsch to fulfill as many orders as necessary on a daily basis. The project was so successful, as was the free Ear Tip campaign, both Klipsch and HardingPoorman Group are gearing up for a second run!

**“Working with the HardingPoorman Group allowed us to partner with an unconventional printer for a unique piece that ‘wows’ our customers every time.”**

Tamara Douce  
Klipsch Audio Technologies



317.870.6100 | [www.hardingpoorman.com](http://www.hardingpoorman.com)